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JUN 18 1925
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The ROYAL

VOLUME TEN



STANDARD

NUMBER SIX

Eighteen Summer Magazines Carry The Royal Message

Two great magazine groups, the McFadden Unit and the Newsstand Group, will carry the Royal Message to five million people in the months of July and August.

Think of it! Five million people—and not one of them can avoid seeing the Royal Typewriter Advertisement, because it is in colors—on the back outside cover of each of the magazines. Figuring conservatively that but three people see the magazine for each person that buys it, fifteen million is the audience to whom this fine colored advertising is appealing.

It is impossible to reproduce in a single color the full beauty of the illustration. It is, however, in summer colors—hues that will appeal at this time of the year—and it is appearing in "summer" magazines.

The Royal advertisement in its summer "togs" is as seasonal as the magazine itself, and occupying as it does the most prominent position, it is most apt to receive the lion's share of attention.

The principal appeal of the advertisement is to the stenographer—the girl who uses the typewriter. The ease of operation—the conservation of energy made possible by the Easy Writing Royal—her greater value to her employer as a result of her use of the Royal Typewriter—with her consequent greater earning power: all of these things are suggested and brought out to her in this advertisement.

We firmly believe that the summer—the warm weather is just as opportune a time to sell Royal Typewriters as any other time of the year. The Easy Writing Royal Typewriter, making the secretary's task lighter, her job easier, is even a greater necessity to her efficiency and comfort now than it is in the winter.

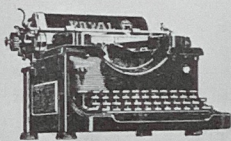
Sell your Royal Typewriters on the basis of easy writing, just as our advertising during these summer months is pulling for you to do. It is modern and efficient to want to do a thing in the easiest way, and your business woman is no exception.

TELLING THE FIVE MILLION



... The Private Secretary who uses an Easy Writing Royal Typewriter increases at once her efficiency and her value.

The Easy Writing



"Compare the Work"

ROYAL

Trade

Mark

TYPEWRITERS

Royal Typewriter Company, Inc., 316 Broadway, New York
Branches and Agencies the World Over

This advertisement will appear in the following magazines:

JULY

Ace High
Action Stories
Black Mask
Breezy Stories
Droll Stories
Live Stories

Novelets
Ranch Romances
Saucy Stories
Snappy Stories
Telling Tales
True Adventure
Young's Magazine

True Romances
Dream World

AUGUST

True Stories
True Detective Mysteries
Fiction Lovers Magazine

PRESTIGE

A Tremendous Force Working for Royal Salesmen

In the midst of New York there is a tiny haven of crooked streets, twisting lanes and quaint houses called Greenwich Village. Wander a block off the hum and roar of Broadway, and you find yourself back in the early nineteenth century, with a hurdy-gurdy playing on the corner, just as it did years and years ago.

Once Greenwich Village was the exclusive and aristocratic center of New York's society life. But, hermit like, it shut its blinds to the great mart of commerce which was slowly but inevitably growing up about it, and today, for all its great convenience to the arteries of the world's great business stream, it is a lolling place for dreamers and seekers of a quaintness that has passed and left but shabbiness.

But this is not a story of Greenwich Village. It is a story of a great wave of public favor which has grown steadily and inevitably in the last several years—and which, we hope, has left no "Greenwich Village" in the minds of any of the Royal Sales Force, who benefit most by it.

Good will—popular favor—prestige—call it what you will—is accumulative. Like the oak, it grows slowly. But like the oak it weathers all kinds of storms. Firmness—sturdiness—is its essence. Public opinion or reputation quickly formed lacks the element of stability which time adds to the renown of a man or an article, and which only time can take away.

This prestige or good will, when it is competitive, is an obstacle which cannot be quickly overcome. It is the despair of new enterprises. It is so powerful that its effect is very far reaching, yet so subtle is it that its effects are difficult to discern, except to the initiated.

It is a source of that unlocated flow of business which all true merchants strive to establish for their goods. It is only built up on a solid foundation of real service, by repeated evidence of continuous

(Continued on page 3)

Bringing the Royal to The Business People of the Future

The Royal in the Schools

The amount of school business secured last year exceeds all previous records. No doubt you will be interested to know that during the first five months of this year we have exceeded last year's record by over 20 per cent. We appreciate the fine co-operation given by our Branches and Dealers, and we are trying to show this appreciation by rendering the very best of service to your schools at all times. If we are going to continue to show an increase over last year, it will be necessary to devote all the time possible during the next few months to the securing of school business. Schools are one of our best mediums of advertising, provided they are given good service and a personal interest is taken in the work they are doing. In dealing with schools, you must realize that your interests are mutual. The school people will readily respond and become your friends and strong advocates of the Royal when convinced that you are co-operating with them. If you are going to get satisfactory results, you must study carefully the school situation in your territory. This necessitates your having full information regarding not only a few of your schools, but all of them. They are all turning out stenographers, and it is one of your duties, and one from which you will derive great benefits, to see that these stenographers prefer the Royal.

The first thing then to be done is to place a Royal in the classroom, explaining it thoroughly to both teachers and students, and then give them an opportunity of demonstrating for themselves the superiority of the Royal as a school machine. After convincing the typewriting teachers that they can get better results from using the Royal than they have ever secured before, it will be very easy for you to get their recommendations. In most cases this is very essential as the principals, superintendents, and members of the school boards are guided largely by the recommendations of their teachers. With these facts in mind, you can readily see that if you are going to secure your share of the school business in your territory, it will be necessary for the teachers to be thoroughly familiar with the Royal and the service which you have to offer.

We have a very large mailing list in our School Department, and at present are mailing one hundred and fifty thousand copies of test material every month with the exception of July and August. The stress which we are placing upon the securing of accurate results in typewriting is meeting with the hearty approval of the typewriting teachers, as it is helping them to secure better results. The number of awards issued so far this year is greater than the number issued during the entire year of 1924, and the quality of work and the degree of accuracy attained by the students is better than that of any other year. In issuing our awards to students for proficiency in typewriting, we have adopted a plan which is proving of great assistance to both teachers and students, but we must not lose sight of the fact that while we are rendering this service to the schools, the important thing to keep before us at all times is that we must justify this large expenditure of money by increasing our school business. Increased Royal school representation means increased efficiency in teaching typewriting—better Royal operators, and an increased number of Royal boosters.

Two Pacific Coast Championships Sweeping Victory By Contestants Using Royals

We are pleased to quote from a letter recently received from Mr. Russ, Manager of our Portland, Oregon, Office, in regard to the Oregon State High School Contest.

"Dear Mr. Stonehouse:

"Greetings and Tidings from the West. We all feel good in the Portland Office, for at the State Annual Typewriting Contest, Sponsored by the State Agricultural College, Cor-



Evelyn Churchill



Almus Pruitt

vallis, Oregon, which I understand is the third largest institution of its kind, Royal operators cleaned up in fine shape, winning the two most cherished awards.

"First, the State Championship was won by Evelyn Churchill of Salem, who wrote 66.27 net words per minute. Miss Churchill is a senior in the Salem High School and she received her typewriting instruction from Miss Elizabeth Hogg.

"Second, the State Accuracy Record was won by Almus Pruitt, Medford, who wrote 61.7 net words per minute. Mr. Pruitt is a junior in the Medford High School and a pupil of Mrs. Elizabeth Jerome. He also won second place in the Junior Division.

"In the Divisions consisting of High School Teams, Royal operators from the Medford High School won second place.

"I think I would be conservative in saying that Royal operators won nearly 50 per cent. of all prizes awarded.

"These Annual Contests create a great deal of interest and rivalry, and we are pleased to be able to make the above report."

In the Annual Typewriting Contest of the Southern California Commercial Teachers' Association held at the Alhambra High School, May 9th,

Miss Margaret Anderson, a student of the Jefferson High School, Los Angeles, won first place in the Free-For-All unlimited class. By winning the championship of Southern California, Miss Anderson was awarded the trophy by the above Teachers' Association. This trophy becomes the property of the school first winning it three times. Miss Anderson made a remarkable contest record by writing for the entire fifteen minutes at a net rate of 75 words per minute with only twelve errors. We are pleased to reproduce her photograph in this number of the Standard.

Miss Evelyn Smith, a student of the Polytechnic High School, Los Angeles, made the highest individual record in the first year class by writing 51 net words per minute. This is an exceptionally good record for a first year student.

A Royal team from the above high school consisting of Evelyn Smith,



Evelyn Smith with Prize Cup

Beuna Mapson and Norma Smith by making an average rate of 46 net words per minute won second place in the first year class.

In the second year class, a team from the Inglewood High School consisting of Doris Brown, Eunice Elson and Helen Griffith won first place. They made a net average speed of 63 words.

Gwendolyn Dullam and Fanchen Loh, students of the Polytechnic High School, Los Angeles, who were in the second year class, each wrote 63 net words per minute. These are also exceptionally good records.

A Great Organization and the Royal

The Maryland Casualty Company is an outstanding example of a great business organization built up in a comparatively short time with efficient modern methods. 1898 is not long ago, as time goes, but since that time this company has been growing swiftly—consistently—from year to year. Today, with assets of thirty-five million dollars, they are one of the leading insurance companies of the country.

Their head office is located in Baltimore. The picture shows the administration buildings of the Mary-

land Casualty, located in the exclusive and high-priced Guilford-Roland Park residential section of Baltimore.

The building of the new home office in the suburbs has an interesting story behind it, with a background of modern efficiency. As one of the largest employers in the country of medical specialists, officers of the company knew that the period of relaxation in mid-afternoon during which work sags is one of the costliest features of conducting any business. They knew all sorts of schemes

Service Contest for April, 1925 Division No. 1

Our Kansas City Service Department, through hard conscientious work, managed to climb to the top rung of the ladder for the month of April. Mr. Walker is the Foreman of this hard hitting combination.

Another Department that deserves a great deal of credit is located at Detroit. Mr. Driscoll and his men try hard every month to reach first place.

It is very seldom that we send this column to press without mentioning the name of Mr. Tomek and his Chicago Service Department. This is because they are generally up among the first three every month.

Below is a list showing the respective standing of each Department:

1—Kansas City 4*	12—New Orleans 4*
2—Detroit 4*	13—Minneapolis 4*
3—Chicago 4*	14—Atlanta 3*
4—Dallas 2*	15—Hartford 3*
5—St. Louis 4*	16—Boston 4*
6—Cincinnati 3*	17—Washington 2*
7—Cleveland 4*	18—Los Angeles 3*
8—Baltimore 3*	19—Pittsburgh 3*
9—Indianapolis 2*	20—Buffalo 1*
10—Philadelphia 3*	21—New York 1*
11—Louisville 3*	22—Portland, Ore.
	23—San Francisco

Division No. 2

Mr. Dalton, our Foreman in charge of our Newark, N. J., Service Department has been trying for a long time for first place. During April he succeeded in reaching this goal.

Portland, Me., under the leader-

ship of Mr. Conley made a big bid for first place during the month of April.

Mr. F. E. Sanders, Foreman of our Duluth Service Department has reached third place. This means that from now on this Department will be a leading contender for high honors.

Below is a list showing the respective standing of each Department:

1—Newark 3*	23—Columbus
2—Portland, Me. 1*	24—Davenport 3*
3—Duluth 3*	25—Akron
4—Birmingham 4*	26—Albany 1*
5—Bridgeport 4*	27—Peoria 1*
6—Springfield, Ill. 3*	28—St. Paul 1*
7—Springfield, Mass. 3*	29—Worcester 2*
8—Harrisburg 4*	30—Toledo 1*
9—Memphis 2*	31—Waco
10—Seattle 1*	32—Oakland 1*
11—Youngstown 3*	33—Omaha 2*
12—Bangor 2*	34—Providence 1*
13—Rochester 2*	35—Fort Worth
14—Jacksonville 4*	36—Erie 2*
15—Dayton 2*	37—San Antonio 1*
16—Des Moines 3*	38—Fresno 1*
17—South Bend	39—New Haven 1*
18—Milwaukee	40—Evansville
19—Denver	41—Rockford
20—Fort Wayne	42—Grand Rapids
21—Houston 2*	43—Little Rock 1*
22—Richmond 2*	44—Wichita Falls
	45—Johnstown
	46—Scranton 3*

Canadian Service Depts.

During April we find that Mr. Desjardins, of Ottawa holds the lead. We are all interested in this three cornered battle for first place and will watch anxiously to find out who the topnotcher is in Canada.

Below is a list showing the respective standing of each Department:

1—Ottawa 3	2—Montreal 1*
3—Toronto 1*	

WHEN YOU TELEPHONE

Show a smile in your voice—it pays.

Be courteous. Courtesy is the practical version of the Golden Rule.

Speak softly.—Don't try to shout your voice across the intervening distance. Let the wires carry it.

Don't "lose your head." Some folks wouldn't dare speak to a chap sitting beside them as they do over a telephone.

Never speak harshly when you lift your receiver. There may be a customer on the other end of the line.

Never show exasperation or impatience over a telephone. Your voice shows your mood more than you are aware.

At the end of a talk, put your receiver down gently. Don't BANG it.

If you will only realize that the voice at the other end of the line is an honest-to-goodness human being, possessed of all the sensibilities and feelings that you yourself are—imagine that he is sitting in the chair beside you as you talk—and then hold your conversation with him under these conditions, you will automatically do your part as a member of this great organization.

We are all engaged in the business of selling Royal Typewriters. That business is our livelihood. A little thought—a little human kindness—a little consideration in our talks over the 'phone will do much in maintaining the company's cordial relations with the public—and in the end—help each one of us individually.

have been tried to eliminate the "seventh inning stretch," without success. The three million dollar building in the suburbs solved the problem.

It is, therefore, a token of highest respect for the Royal Typewriter that it should be chosen as the typewriter for this efficient organization—where conservation of time and energy are at such a premium.

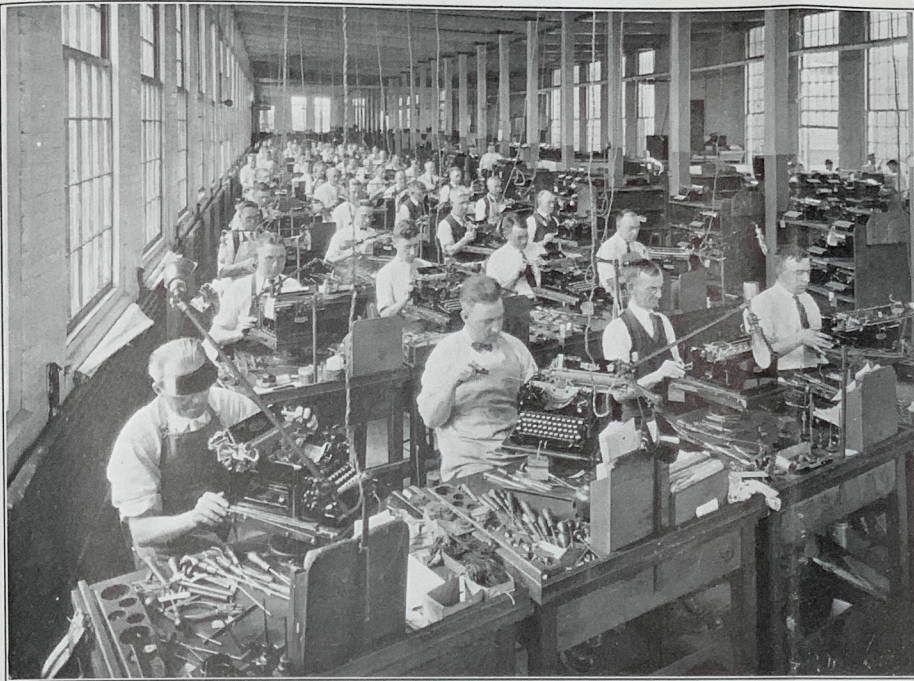
The Maryland Casualty Company use over two hundred and fifty Royals at their home office in Baltimore, and throughout their many branches.

They are enthusiastic boosters of our machine. Where big business means efficient business, as it does with this great insurance organization, the Royal Typewriter comes into its own.



THE SUPREME COURT OF QUALITY

Great Care in the Smallest Operations — The Marginal Stop —



View of Final Inspection Department

If you were to ask any of the leaders at the Factory, "What operation in the plant is the most important," the immediate answer no doubt would be, "The Final Inspection." Not that this answer belittles other important operations where quality and care are so vital to the success of the Royal Typewriter; it is because it is the final operation and after this the machine passes into the hands of the user.

Therefore, it is vitally important that the men at the plant who perform the work daily of inspecting all standard adjustments, finish and quality of the machines, are selected because they are high grade men, having a thorough knowledge of our requirements. Trained in minor assemblies and operations, promoted because of their ability and recognized because of their mental attitude, careful and consistent quality work, they finally reach the operation where the Royal passes into their hand for final judgment as to its merit, workmanship and quality.

That this responsibility is recognized by the factory goes without saying. Each machine produced bears the personal guarantee of one of our

final inspectors. Even a casual glance at the faces of these men in photo No. 1 impresses one with the sense of responsibility that this work demands. As a matter of fact, each one of these men is responsible for approximately one hundred and fifty different adjustments, points of appearance and performances of mechanisms on each machine. The thoroughness of this system is exemplified by the fact that when a user praises or complains, the factory is able to immediately check the final inspection report by the number of the machine and find the man responsible.

These men are the sponsors of quality of the Royal Typewriter; they are the "Quality Guard" at the plant. The fundamentals at the plant may be excellent, the workmanship nearly perfect, the organization working co-ordinately and effective, but unless the final inspectors catch the errors if any creep in, our loss is indeed great. "Thou shall not pass" may well indeed be the motto of our Inspection department. These men are the bulwark of quality and "by their work ye shall know them." The character and workmanship of

these men are written in the machines; staunch and steadfast they refuse to be stampeded and each day quality pours out steadily and surely. Consistently and positively, any careless work on previous operations is caught, reported and checked.

There is no compromise on the dollar paid by the user; 100 per cent. is demanded by these men, and their inexorable laws created by their stringent rules and instructions. The "Supreme Court" of the factory workers, may well be the term for this department. There is no appeal; the workers on preceding operations have been paid for doing good work, the company's rights in this work are in the hands of the final inspectors and the years of experience these men have had on our requirements, insure the user of a machine for which no apology is offered or thought of. Work done on the Royal that is better than other makes, clears the highway of competition of just so many obstacles and gives the Royal Typewriter the place in business that it deserves.

**BUILDING BUSINESS IS
BY BUILDING QUALITY**

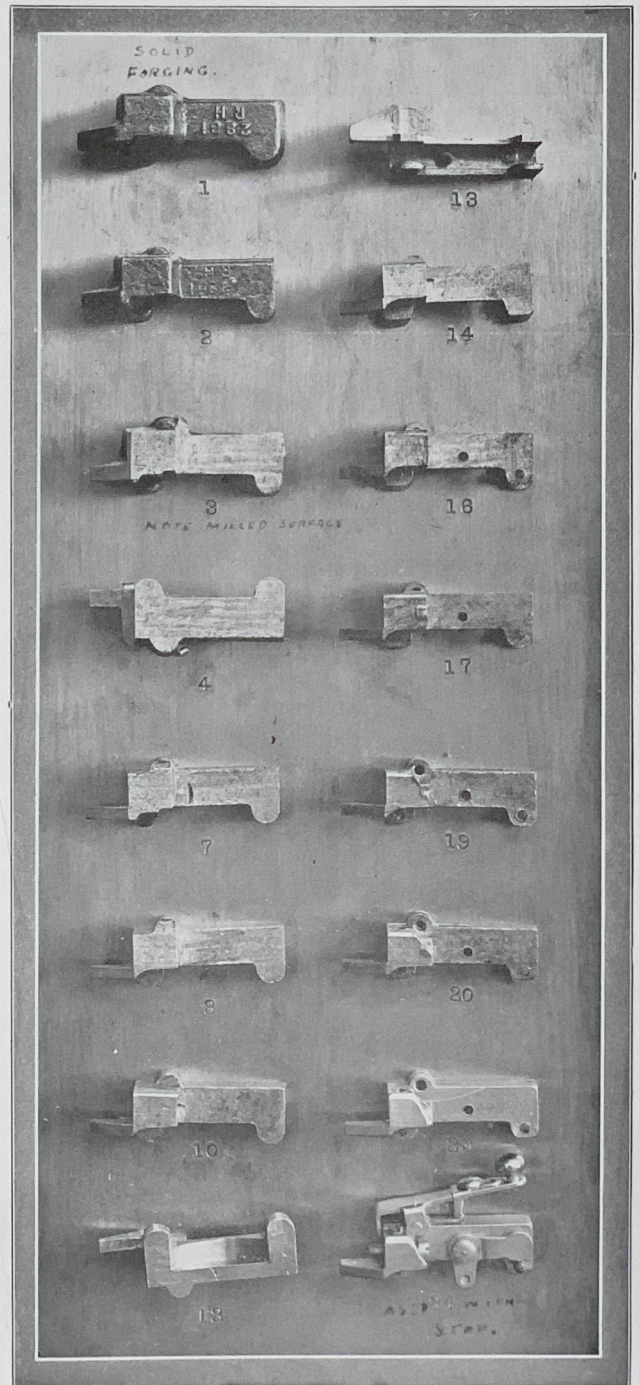
In the drive for quality in the making of the Royal at the plant, our operators are so impressed with the continual demands on them for a product above the average, that it becomes a daily part of their endeavor to better their work, and so in checking up some of the pieces and operations we have realized that many of our men are better than we have given them credit for. In some instances, of course, we have been able to improve on present conditions, but we do want to emphasize the fact that many of the parts and operations being presented to you have shown a quality and precision of efficient work on the part of the workman that would probably have passed unnoticed if we had not decided to write about the manufacturing of parts at the plant.

This month we are herewith giving a brief outline of the work in developing our Marginal Stop No. 2887. Formed from a high grade of steel to the shape as shown in No. 1, it first proves that being similar to high grade automobile parts, it will stand

excessive wear and rough treatment. We wish you could see the great care necessary in its manufacturing; deep cuts are taken on our milling machines and a number of holes drilled under accurate gauging.

If you will carefully check up each operation number on the print, you can see the form of the Stop gradually appearing as you follow the operations. There are some 28 to 30 operations to make the part complete, such operations as plating, polishing, inspecting, etc., of course, not being shown.

Considering the great number of operations, one can understand the care necessary to make the part complete. One operation nearing the final making of the part, if done wrong, would not only spoil the part itself but the cost of all operations up to that one. The parts are given 100 per cent. inspection as they pass from one department to another. Some fourteen operators are continually working on these parts to maintain our present production.



PRESTIGE

(Continued from page 1)

service and the ability to serve.

It is "the call."

There is behind the Royal Typewriter today a rising tide of good will steadily built over a period of years. This strong consciousness in favor of a better built typewriter has grown. This strong merchandising force behind the Royal Typewriter is appreciated, perhaps, more highly outside the Royal organization than by many of those within its ranks.

It is to bring home to our own organization a full realization of this tremendous favorable consumer conscious-

ness—to eradicate any possible "Greenwich Villages" within our own ranks—that we are striving.

You may scratch the surface of the typewriter using public anywhere from Bangor to San Diego, and you will find a consciousness that the Royal Typewriter exists—that it is a quality product—and that there is a favorable acceptance awaiting it which is almost universal.

This force behind Royal salesmen continues to grow through the effect of advertising—through the influence of a continually growing number of Royal users, whose machines are giving excellent service and satisfaction—and through the cumulative ef-

forts of the hundreds upon hundreds of Royal representatives who are telling the Royal story of better service and an easier writing typewriter.

Because this force is so subtle, it is none the less powerful. There is no Greenwich Village in this great edifice of Royal prestige which has slowly but surely built up about us, unless it be within any of our own minds. To benefit us in proportion to what it has cost to build up, it must be utilized intelligently and energetically as the backlog of all of our sales campaigns, both individually and by the company sales organization collectively.

ROYALIZING KNOXVILLE'S SCHOOLS



Here we see twenty-five cases of brand new Royals all neatly arranged on the delivery automobile of the Preston Typewriter Company of Knoxville, Tennessee. Mr. J. F. Smith, a junior salesman is all set to deliver the Royals to their new home

in the Knoxville Business College as soon as the photographer finishes taking the picture.

Reading from right to left is Mrs. R. H. Preston, Mr. R. H. Preston, general manager; Mr. H. J. Preston, chief of the service department; Mr.

W. L. Stooksbury, President of the Knoxville Business College and Mr. J. H. Felkner, salesman.

We are reminded by this photograph that the best months for school business are now at hand and the dealers are doing their share in swell-

ling the volume of 1925 school deliveries. Our Knoxville dealer was one of the first to obtain a large school order for 1925 and helped start the dealers' campaign which we are sure is going to break all previous records for the department.

Some Supply Suggestions

By L. S. Wilson, Manager Purchasing and Supplies

Good typewriting cannot be produced with a poor ribbon. Advocate, therefore, Royal ribbons to all of your Royal machine users.

The Royal guarantee is back of every ribbon you sell.

See that the ribbon equipment of every machine you sell is suitable for the work required—record or copying—and if copying whether for copying in letter book or by the rapid roller press method.

Do not be so miserly with your time that you cannot visit your new

customer, at least, soon after delivery of his machine, to see that all is well and if not set him right before his troubles increase to a point where he questions the wisdom of his purchase.

Many typewriter users buy two-color ribbons when practically all of the second color—usually red—is wasted. Salesmen can show an interest that will, no doubt, be appreciated and many times effect a saving if attention is called to this waste. The single color ribbon, with the use of a small piece of red carbon paper where red is required, inserted between the ribbon and the letter sheet, will permit the use of both tracks in the single color ribbon which, of course, gives the user twice the amount of ribbon for his money.

As the black record and black and red record ribbons are the most satisfactory, the black giving absolutely permanent writing, effort should be made to direct, as far as possible, the use of these ribbons on all new machines sold. We can, of course, furnish anything in the way of an inked ribbon but as you wish to sell satisfaction with your typewriter, try to avoid any of the "freak" colors or combinations.

Royal salesmen sell satisfaction when they sell Royal ribbons to Royal users.

An indifferent supply salesman selling a poor ribbon at a cheap price may quickly undo your Royal machine sales effort. Seek to early di-

rect the purchase of our ribbons, especially with all new machine users.

Where your customer desires to write checks with the pinpoint type be sure to have "check writing ribbon" specified on the order. This ribbon is made with a special ink containing ingredients which penetrate the paper, carrying the color into the sheet, making erasure impossible without leaving evidence of tampering on the surface of check.

Don't forget our ribbon coupon books. A salesman who has sold a Royal machine has the confidence of the buyer and the logical thing to do is to make it easy for the new customer to obtain the ribbon that will cause his machine to do the best work. The salesman should be interested in that good work and by the sale of the coupon books keep out the peddlers from stationers and ribbon manufacturers interested only in the profit of their sale. They have no interest whatever in the work of the typewriters on which their ribbon will be used.

Do not permit a buyer of the Royal to purchase "any old ribbon" and then complain of the work of the new machine.

Dealers Who Made M. A. D. in May

Mr. E. H. Benson
Mr. J. C. Duell
Mrs. S. D. Hendley,
J. C. Duell Sales Co.
Mr. F. J. Haberle
Mr. R. G. Nichols
Mr. W. W. Prior
Mr. H. J. Roof
Mr. H. J. Smith
Mr. R. R. King
Carolina T. W. & Office S. Co.

We Have Heard That—

Up at Poughkeepsie, New York, the Royal is handled by Gurdon R. Abell, Inc. We had the pleasure of meeting Mr. K. C. Atwater, the Manager, and Mr. J. E. Sheldon who has charge of the Typewriter Department of this dealership. They are going to make Poughkeepsie one of the bright spots on the Royal map.

Mr. L. Pollak, of the Pocattello Typewriter Exchange, has opened a branch store at Boise, Idaho. During the short time he has had the Royal dealership he has shown his managerial ability—so we say "Watch the Royal in Idaho."

Mr. G. L. Larkin at Utica, New York, who has sold the Royal for a good many years recently moved to his new store at 40 Blandina Street. When Mr. Larkin was in to see us he described his new location and we believe that it will be a big asset to him.

A hand of welcome is extended to our new Royal dealers, Galesburg Typewriter Exchange of Galesburg, Illinois and Loring Typewriter Supply Co. of Mason City, Iowa, both of whom have started out by getting their names on the honor roll for May and the Dealers' one hundred per cent roster. The rest of the boys joins us in wishing them every success and a continuation of their good start.

Maryland & West Virginia Typewriter Company, of Cumberland, Maryland has been appointed a sub-dealer by our dealer at Hagerstown, The General Typewriter Company. Watch for big doings in this direction.

Mr. R. N. Pound of Pound & Moore Company, Charlotte, North Carolina was up to the city on business so he rang our door-bell and paid us a visit. Hope to see him soon again.

Kershaw's Kost Kutter is the title of a monthly pamphlet distributed by our dealer at Spokane. Mr. Kershaw has been selling Royal for many years and when it comes to showing the typewriter user the benefits derived by standardizing on the Royal—he is right there.

We shall be pleased to have items from all dealers for this column. Things you do are of interest to the rest of us. Let us know about them.

Dealers' Honor Roll—May

Calhoun Office Supply Company 3*
Roy A. Davis 5*
A. L. Deal 3*
J. C. Duell Sales Company 5*
W. H. Duning 2*
Galesburg Typewriter Exchange
Hughes & Ross—Canadian Dealer 2*
Loring Typewriter Exchange
Naegle Printing Company 2*
Parker's Book & Music Store 3*
Pound & Moore 3*
W. W. Prior 5*
J. E. Richardson 3*
H. J. Roof 4*
Royal Typewriter Exchange—Pittsfield Mass. 3*
Smith Typewriter Exchange 2*
Tacoma Stationers 3*
Typewriter & Office Supply Company 3*
E. F. Winfield 2*

MORE INTERESTING DISPLAYS IN KANSAS CITY

Last month, we illustrated in the Royal Standard a number of displays by prominent business organizations in the window of our Kansas City Office.

So successful has been this plan of co-operative advertising that Mr. Jones is continuing it and getting record attention from crowds of pas-

sers-by. Feeling that two additional displays which have been made since the last issue of the Standard will be of interest, we requested Mr. Jones to send them on to us.

On the left is the fine display made by the Long-Bell Lumber Company, which is one of the largest lumber companies in the world. The particular week when the display was made was the fiftieth anniversary of that company, and it created much interest.

The other picture—to the right, shows another display by an industry whose home is in Kansas City—the Peet Brothers Soap Company.

Both of these companies are enthusiastic friends of the Royal Typewriter—and both of them were pleased to make this display, permitting the connection of their name with Royal Typewriters, as an indica-

tion of their good will and high opinion of the Royal.

It is suggested to any dealers and branches which have good windows that such co-operative displays be made with organizations in their own cities. Mr. Jones, our Kansas City Manager, has reaped great benefit from them.



W. R. Grace & Company Pushing Royal Sales in Chile

For approximately the past fifteen years, the Royal typewriter has been continuously represented in the Republic of Chile by the internationally known firm of W. R. Grace & Company, whose headquarters in that country are located in the city of Valparaiso.

It hardly seems necessary for us to mention in any great detail the diversified nature of our dealers' business. W. R. Grace & Company is widely known as one of the leading import and export firms engaging in world commerce. Their organization is particularly prominent on the West Coast of South America, where, in addition to Chile, they have for years represented the Royal typewriter in Bolivia and in Peru.

Over a long period of years, W. R. Grace & Company have developed an organization in Chile that has given them a high standing in the import and export commerce of that country. Their interest in the merchandising of numerous products of American origin has afforded them an opportunity to cultivate an extensive clientele which today includes many of the most important firms in the country.

Although the headquarters of the Chilean organization is located in Valparaiso, the headquarters of the Royal Typewriter Department is situated at Santiago, at which point our dealers have provided every facility for the efficient handling of their Royal typewriter business. Display rooms, repair shops, and a full stock of parts and machines of each model constitute an essential part of our dealer's organization in that city and it enables them to keep their customers well supplied at all times so far as it concerns their typewriter needs.

In the illustration (No. 1), we present a view of the room devoted to the display and demonstration of the Royal typewriter in the city of Santiago. The gentleman shown standing second from the left is Mr. A. Cueto, General Manager at Santiago for W. R. Grace & Company. Mr. A. R. Dunn, who regrettably was not present at the time this photo was taken, was recently appointed Man-



No. 1, Left—Office and Display Room for Royal Typewriters in Santiago.

No. 2, Lower Left—Novel Tram Car Advertising in Valparaiso.

No. 3, Below—Large Sign (Center of Picture) Facing Plaza in Valparaiso.



graph (No. 3) illustrates the advertising of the Royal on a large sign facing the Plaza in Valparaiso. At the left may be seen a small part of the city's harbor, through which passes the greater part of Chile's foreign commerce. Royal advertisements are also painted on the drop-curtains in the theatres of the city and advertising campaigns are periodically conducted in the local publications in each section of the country.

While the offices at Valparaiso and Santiago, already mentioned, are the principal ones in Chile, W. R. Grace & Company also have direct offices at Concepción, Coquimbo, Puerto Montt and Valdivia. Under the supervision of each of these offices, branches, agencies and Royal sub-dealers are located in the smaller cities and towns throughout Chile.

W. R. Grace & Company are certainly deserving of much praise for the enterprising manner in which they have thus far developed their Chilean organization. Plans have already been formulated that are designed to make future development work increasingly more intensive, principally as it relates to Royal typewriter sales. With our representation in the hands of such an extensive and efficient establishment, we have every reason to feel that the name, prestige and distribution of Royal typewriters in the Chilean market will show even more marked progress in the years to come.

ager of the Royal Typewriter Department. Under his direction, we are confidently looking forward to a continued development of Royal business in Chile. The gentleman shown second from the right in the photo is Mr. Maestro, Chief Mechanic of the Royal Department for the past thirteen years. The lady and the other gentlemen shown in the illustration are members of the office and sales staff at the same office.

Our Chilean dealers have been very active in promoting unusually attractive out-door propaganda in several of the larger cities. In the illustration (No. 2) is shown the effective advertisement that has been painted on the electric tram cars in the city of Valparaiso. The photo-

Mr. Ladislav Foist Joins M. A. D. Club

It is indeed a pleasure to be able to produce this month a picture of Mr. Ladislav Foist, who is a member of the firm of Josef Foist, our enterprising dealers in Czecho-Slovakia. Mr. Foist has been making some wonderful sales records lately, and is now a member of the Royal Machine-A-Day Club International. We know he will prove a very worthy member of this select organization.



Nuggets of Royal Success

Work—There is no substitute for it in the climb to success.

Sales ability is mostly going where the business is—selling is mostly showing how good the Royal Typewriter really is.

Salesmen may be born—but sales are made.

It's what you tell about the Royal Typewriter that sells.

But give it a chance. Demonstrate it. Let it help you sell. It will if you give it a chance.

Everything you know about the Royal Typewriter helps you sell—everything you don't know hinders.

Smile, why not? The world needs smiles and courtesy in business, to take out the grind. Use them both in selling.

A well-worked territory produces a larger crop of orders than a neglected field—no matter how rich.

You must sow before you can reap. Plant the seed of Royal orders—cultivate the prospect—and gather the sales.

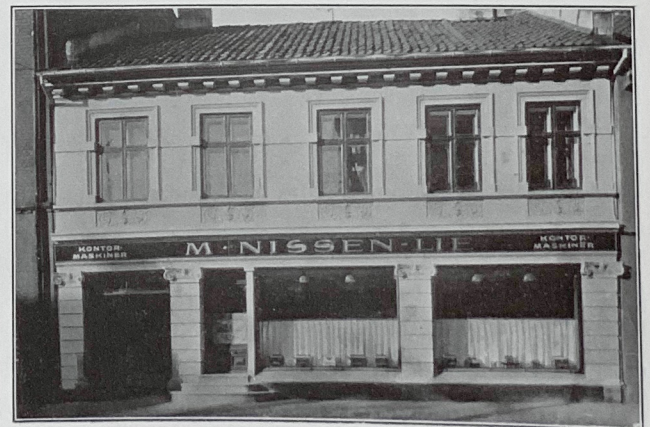
Rapidly Expanding Business Necessitates New Quarters for Nissen-Lie

In order to provide for additional space made necessary through the expansion of his business, Mr. M. Nissen-Lie, Royal dealer for Norway, recently removed his headquarters in Oslo (formerly Christiania) from Toldbodgaden 40 to Akersgaten 15, where he has purchased and is occupying the entire building.

The new premises are located in the best part of the city on one of the principal business thoroughfares. As may be seen from the illustration at the bottom, the new location is provided with two very large show-windows that will afford our dealer an excellent opportunity to make some unusual displays of Royal typewriters and the other office appliances handled by his firm. Our dealer has

long felt the need for larger quarters and the new premises are admirably suited for the increasing demands of the business.

Mr. Nissen-Lie has been the Royal representative in Norway for seventeen years, having been among the first of the Royal dealers appointed in the European territory. The fact that he has found it necessary to provide additional space for carrying on his business is indicative of the progress that has been made by his firm in the intervening years. With the splendid quarters that Mr. Nissen-Lie now occupies, he will be in a much better position to afford far greater facilities to Royal typewriter users than ever before.



MACHINE-A-DAY CLUB FOR MAY Conducting a Successful Employment Department

By Miss Winifred Peek, Employment Mgr. Kansas City, Office

With one new member, and a good number of repeaters, the Machine-A-Day Club made an excellent showing in May. We are listing all the members, both in the branches, Dealers' Department and Foreign Department. We are listing the entire membership, the asterisks as usual indicating the members who have made the club in the present month, and the number beside each name indicating the number of repeats credited to him.

NEW MEMBER



S. H. Lamont
Harrisburg

April Repeaters

AKRON L. J. Michel ATLANTA C. C. Crawford 2* J. W. Mann T. C. Pittard BALTIMORE E. G. Dodge P. F. Hamsch J. A. Jean J. C. O'Keefe 9* BANGOR H. W. Boshan BIRMINGHAM A. Patterson BOSTON D. R. Austin J. C. Barlow H. E. Burton 18* F. I. Crocker F. J. Edwards G. H. Palmer B. W. Simpson BRIDGEPORT J. F. Dacey BUFFALO George Hauptman W. W. Hodgson C. M. Pillow 9* W. F. Wegener CHICAGO A. G. Freeberg E. J. Goldblatt R. C. Goldblatt 14* B. P. Hamill 15* W. E. Howard R. F. Hoyt E. H. Johnson J. C. LaBorence 14* W. B. Larsen 15* H. D. McCann H. Nuhn A. J. Redding J. M. Roberts 22* A. C. Wheeler L. E. Wilson CINCINNATI S. D. Wakefield CLEVELAND M. C. Hull 15* E. H. Krall W. H. Peate W. C. Rodgers	COLUMBUS L. V. Bell 2* G. C. Kinnamon DALLAS A. C. Reed DAVENPORT G. D. Lawless DAYTON O. P. Gilmore DENVER W. H. Mitchell DES MOINES P. S. Jones DETROIT C. Bailey C. W. Knox E. L. Owen L. D. Tecters 9* K. F. Walker O. T. Wheaton ERIE C. V. House FORTH WORTH P. H. Billman FRESNO H. H. Tomkinson GRAND RAPIDS E. E. Jones C. D. Walker HARRISBURG G. H. Gilligan W. S. Whiteman HARTFORD W. C. Bartley H. F. Brainerd 30* J. L. Cook J. F. Gilligan HOUSTON W. H. Courtenay INDIANAPOLIS W. S. Orvis W. F. Teer JACKSONVILLE H. H. Hink JOHNSTOWN T. M. Patterson KANSAS CITY F. W. Hassett G. P. Johnson P. W. Jones 28* LOS ANGELES R. D. Andreson C. Heister G. G. Ralls	LOUISVILLE A. O'Bryan J. T. Wellman 30* R. S. Williams MILWAUKEE W. A. Partee 12* MINNEAPOLIS M. E. Bailey NEW HAVEN W. A. Mulligan NEW ORLEANS W. J. Creger H. J. Calhoun F. Pritchard NEW YORK D. J. Allingham 30* H. W. DeMott C. K. Freund 17* T. M. Gleason 28* J. L. Goodwin A. Graf G. M. Guest 29* J. E. Guy 9* H. C. Hess I. Kornfeld 3* L. Kugel 7* L. E. LeMaster E. J. Matthews P. Mittenzweig D. D. Raine G. Rannenberg 15* R. C. Robinson J. Rubin J. Schwartz 18* N. Sykes G. N. White 23* OAKLAND J. E. Geissinger PHILADELPHIA L. A. Dunn H. K. Goslin H. C. Pindar E. V. Sherry C. F. Treggar J. W. Turner PITTSBURGH A. R. Davis J. E. Eskey A. E. Hanna M. V. Miller 30* PORTLAND, ME. W. E. Ayers	PORTLAND, ORE. H. J. Brown C. E. Gray G. D. Roe C. E. F. Russ PROVIDENCE J. H. Alden E. D. Crandall J. L. Schora RICHMOND A. Bartlett ROCHESTER C. C. Johnson SAN ANTONIO E. M. Bushee J. T. Jackson E. C. Phillips SAN FRANCISCO D. G. Becknell C. H. Billington J. C. Deardorff A. F. Lines A. W. Morf P. Pearson D. B. Starrett SCRANTON C. C. Waters SEATTLE H. D. Hoyt SOUTH BEND Bert Mowers SPRINGFIELD, MASS. L. B. Behan ST. LOUIS G. M. Davis J. H. Kennedy H. H. Nunemaker L. F. Reynolds C. D. Snarwasser L. E. White 9* ST. PAUL D. M. Elliott L. A. Platz TOLEDO E. L. Knott 5* WASHINGTON H. D. Cashman 6* S. E. Richter H. L. Rudnick E. C. Weeks WICHITA FALLS J. B. Reighard WORCESTER A. R. Smith
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Dealers' Machine-A-Day

Mrs. S. D. Hendley 4* J. C. Duell Company Mr. J. C. Duell J. C. Duell Company Mr. R. G. Nichols 4* Mr. J. E. Gaffney 4* Mr. Walter W. Prior 4* Mr. H. J. Roof 4* Mr. J. C. Good 3*	Mr. H. J. Smith 2* Mr. R. R. King 3* Mr. W. W. White T. H. Payne Company Mr. R. A. Samson J. C. Duell Company Mr. F. J. Haberle 2* Mr. R. N. Ponder	Mr. H. G. Bancroft Mr. O. G. Penegar Pound & Moore Co. Mr. F. Myers Mr. L. Roof T. W. Ex. H. J. Roof T. W. Ex. Mr. E. H. Benson 2* Mr. R. H. Preston
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FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company, Ltd.
T. G. Lewis, Ottawa

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt 2—J. Harrison 3—F. Tice 4—H. W. D. Buckridge 5—C. Salter 6—H. Herman AUSTRALIA—Sydney Pincombe, Ltd. 1—W. J. Sheehy 2—R. G. Hood 3—E. W. Rutledge CZECHOSLOVAKIA—Joseph Foist 1—Alois Foist 2—L. Mazanek 5—Ladislav Foist MEXICO—M. E. Raya & Company 1—Alfredo Aguirre 2—Alonso M. Garza 3—Carlos S. Garza	7—J. Sears 8—W. H. Roberts 9—James Hunt 10—W. D. Morgan 11—B. Harris 12—A. F. Thomas 13—L. Harris 14—C. A. Bak 15—F. W. Johnson 16—S. H. Goodwin 17—A. J. Van Dervele 18—P. C. Fielding 19—A. W. Thomas FRANCE—J. H. Davis & Co. J. H. Davis AUSTRIA—Joe Lesti, Nfg. Emanuel Lauterbach LATVIA—O. & J. Dalitz Bros. James Dalitz GUATEMALA—James P. Howell 1—D. V. Elias 2—V. M. Ramirez SWEDEN—A. B. W. Banzhaf Jonas Eriksson
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DEALERS' ONE HUNDRED PER CENTERS

Up to the end of May these dealers had earned one hundred per cent. or more of their yearly quota:

Crosby-Mook Typewriter Ex.
Roy A. Davis
Daytona Book and Stat'y Store
J. C. Duell Sales Company
C. L. Eicholtz
Galesburg Typewriter Ex.

Parker's Book and Music Store
Loring Typewriter Supply Co.
T. H. Payne Company
G. A. Pearce
Pound & Moore
Preston Typewriter Company
W. W. Prior
J. E. Richardson
H. J. Roof
Tacoma Stationers

Since taking charge of our Kansas City Employment Department last January, Miss Peek has averaged over 145 per cent. of her quota under positions filled and over 212 per cent. under sales.

This is quite a remarkable record and I am sure that our managers and employment managers will be very much interested and also benefited by the following article which she has so kindly written for this number of the Standard.

A. M. STONEHOUSE,
Manager School Department.

In the short time I have been in the Employment work, I have found that the three most important duties which tend to make a successful Employment Department are co-operation, service and follow up work.

It is an established fact that a business of any kind, large or small, must have harmonious co-operation between employer and employee, also between salesman and customer, if it is to continue to grow and be progressive. Likewise, in order to conduct a successful Employment Department, there must be co-operation, not only between the manager of this department and the applicants, but also between the manager and the salesmen.

When applicants register with me, I suggest to them that they come back the same day if possible, and continue to come in just as often as they can until I am thoroughly acquainted with them. This not only enables me to become familiar with the name, personality, and line of work of each applicant, but also helps me to judge their dependability and punctuality.

I find that a cheerful, hopeful disposition in regard to positions not only encourages the applicants and keeps them coming in regularly, but gains their confidence and good-will. Frequently I have had applicants who were feeling blue and discouraged, all fed up on the dullness of business and the lack of positions. Instead of agreeing with them, I try to give business a boost. One frequently hears the old adage, "While there's life, there's hope,"—so it is in business.



ness, no matter how seemingly dull it is, "While there's work, there's hope—for the unemployed." This is a little saying of my own which has been very helpful to me.

I talk to the applicants a short time along this line, and even though I have no calls at that time on which to send them, the majority of them leave my office smiling, cheerful, full of pep and Royal boosters.

Since the Employment Department is maintained as a part of the sales organization, it is essential that the salesmen work with the employment manager. I find that if I take an interest in the salesman's work, promptly turning over to him all tips I receive from my applicants, and giving him a weekly list of all calls received from his territory, he, in return is interested in my work and often speaks a good word for my department whenever he sells or rents a typewriter. Co-operation of this kind is what brings results.

Regarding Service, I need say but little to those associated with the Royal Typewriter Company, for each and all know that in any line of work it is Real Service that always brings results. I try to serve the business man or woman who calls in for office help, just as quickly and as efficiently as possible. It is a great help to me if the employer calls personally when in quest of service, because through personal interviews, I am able to judge more accurately as to his likes and dislikes. Therefore, since I also know my applicants, together with their little characteristics and personalities, I can immediately fill the position. Thereby I am serving both employer and applicant. For instance, when an employer asks for a single stenographer, experienced in legal work, I do not send him a married one experienced in the oil or grain business. Your failure to serve the business man intelligently will

cause him to become disgusted with your department and you will therefore receive no more calls from him.

Last, but by no means the least important, is my own little plan of follow up work. I have started a monthly file of employers, arranged alphabetically, obtained from tips given by my applicants and the salesmen. Each time I hear of a new concern, or one who is looking for office help who has not called me, I make out a card showing the name, address, telephone number, also kind of typewriter used. I then telephone them regarding this department and also the vacant position, asking if I may serve them. Frequently they give me the details and ask me to send over some applicants. I make a note on the firm's card showing the date of sending applicants, and follow this up by both telephone and letter. I also watch the salesman's files and whenever a sale or rental is made to a new concern, I make out a card and immediately write them about our free Employment Department and also follow this with a telephone call in a few days. All telephone calls made and letters written are noted on my cards, and each month I go through my files and again get in touch with those who are not giving me all or at least part of their business.

The Employment Department offers an excellent opportunity to keep in close touch with the schools teaching typewriting. If it were possible, I would like to talk to each student body in order that the students may become acquainted with me and not feel as though they were coming to a stranger when they start out "Job Hunting." I also think it advisable to know the typewriting teachers. To my knowledge, the best way to gain their friendship is to show an interest in the students, making it a point to check up each new applicant through a personal visit or telephone call to their individual teachers. In this way, I come in closer contact with both the student and the teacher, thereby demonstrating to them that the Royal Typewriter Company is deeply interested in the work which they are doing.

Employment Department

During the next three months there will be a great many substitute positions to fill and if we are going to fill these with Royal operators, it will be necessary to give our Employment Departments all the publicity possible. We would suggest, therefore, that you use the Employment Service Cards which have been sent to all offices and also any other plan which you have found by experience will increase the number of calls.

The number of beginners or inexperienced stenographers placed during the last three or four months is far ahead of what we did during the same months last year, and it will be necessary for you to continue this good work as there will be a large number of students completing their courses this month and in a great many cases they will look to us for positions.

The Employment Managers of our branches did good work in May. Fort Wayne is first under positions with 225 per cent. of its quota. Houston is second with 180 per cent. of its quota. Worcester is first under sales with 400 per cent. of its sales quota and Houston and St. Paul tie for second place with 200 per cent. of their quotas.

In our District Branches, Atlanta is first under positions filled with over 216 per cent. of its quota. Indianapolis is second with over 156 per cent. Under sales, St. Louis is first with 260 per cent. and New York is second with 180 per cent. Mrs. Stewart, Employment Mana-

ger of our Minneapolis Office, made the greatest number of calls on commercial houses and schools during the month. Mrs. Clark, Manager of our Boston Office, placed the greatest number of beginners in positions. Below is the standing of our branches and district branches for the month of May:

POSITIONS	POSITIONS
1—Atlanta.	1—Fort Worth.
2—Indianapolis.	2—Houston.
3—Detroit.	3—Peoria.
4—Portland, Ore.	4—Jacksonville.
5—Kansas City.	5—Denver.
6—Chicago.	6—Duluth.
7—Dallas.	7—St. Paul.
8—St. Louis.	8—Akron.
9—Columbus.	9—Worcester.
10—Philadelphia.	10—Columbus.
11—Cleveland.	11—Portland, Me.
12—Washington.	12—Toledo.
13—Boston.	13—Birmingham.
14—Louisville.	14—Newark.
15—Buffalo.	15—Rochester.
16—Pittsburgh.	16—Milwaukee.
17—Cincinnati.	17—Bangor.
18—Minneapolis.	18—Omaha.
19—New Orleans.	19—Providence.

SALES

1—St. Louis.
2—New York.
3—Kansas City.
4—Portland, Ore.
5—Cleveland.
6—Indianapolis.
7—Chicago.
8—Washington.
9—Louisville.
10—Boston.
11—Philadelphia.
12—Buffalo.
13—Minneapolis.
14—Dallas.
15—Los Angeles.

School Sales Contest

In our School Sales Contest for May, Atlanta, by making 255 per cent. of its quota, lands in first place. Columbus is second with 237 per cent. of its quota. Fresno is first based on percentage of school quota secured during the first five months of this year. Columbus is second and Davenport is third. Columbus and Fresno tie for first place based upon the number of times they have secured 100 per cent. of their school quotas this year. Boston and Bangor are tied for second place.

A great many of our offices have made exceptionally good records so far this year, and we are ahead of last year's record.

The prospects for school business this month, judging from the reports we have received from our offices during the last few days, are much brighter than they were last June, although the number secured broke all previous June records. Lack of space prohibits our listing the entire standing—but this will be issued by letter.